

1127. B. 31. 22.
ON THE POWER AND EFFECTS OF

Gowland's Lotion,

In Cutaneous Eruptions, and, for restoring the skin to its Natural State,
(REMOVED TO No. 55, LONG-ACRE,)

FOR
CLEANSING and CLEARING its THICKNESS,
HARDNESS, and OPACITY.

AND FOR
IMPROVING, Extremely, its common Appearance.

With an Appendix, apprising the Public of a base and spurious Counter-
feit---recently imposed on the World by a Mrs. M. E. Vincent, and
which is a Disgrace, to the Original and Genuine Medicinc.

PREPARED ONLY BY
THOMAS VINCENT,
And his SON-IN-LAW,
ROBERT DICKINSON,
Successors to Mr. GOWLAND;

And sold at their Warehouse, No. 55, Long-Acre, in Pints at 5s. 3d.
Quarts 8s. 6d. only (instead of 10s. 6d.) if bought at the Warehouse.
By Appointment, at *Dyde and Scribe's*, Pall-Mall;
And at *Mr. Golding's*, No. 42, Cornhill.

No other is genuine.

Printed for the Proprietors, and entered at Stationer's-Hall.

Price SIXPENCE.

C O N T E N T S.

- I. Origin of the Lotion, its qualities, and principle of action.
- II. On the general disadvantages of a faulty or bad skin.
- III. On the oily or greasy appearance of the skin—its livid thickness and opacity—to what owing, and how remedied.
- IV. On universal spreading Eruptions, Pimples, Botches &c.
- V. Remark on unnatural paleness, or absence of the blood from the cheek, how produced, and how relieved.
- VI. Extraordinary advantages in the formation of the skin of the face over every other part of the body, when in a pure state; and how far it is more subject to disease and injury.
- VII. On what is denominated humour or scurvy—unnatural redness, or efflorescence, on the cheeks, chin, nose, arms, and also how the act of shaving is assisted, &c. &c.
- VIII. On obstructed perspiration, and on obstruction of the capillary and excretorious vessels—producing great opacity and frequent Eruptions.
- IX. A reference to the means of acquiring a true knowledge of the causes which produce all the different cutaneous diseases with which the skin is affected.
- X. Anecdote, of the first introduction of the Lotion to general use, by Miss Chudleigh, afterwards Duchess of Kingston. The effect, and consequence.

Including testimonials of its efficacy and originality from Mrs. Paterfon Anstruther, of Ely-house, Fifeshire and sister in-law to the member of parliament.—Richard Bethel Cox, Esq. Army Agent, Craig's-court.—Thomas Mayer, Esq. Queen's-square, Westminster.—A. Cruger, Esq. son to the late member of parliament for Bristol, &c. &c. &c. whose original letters are in the hands of the proprietors.—With an appendix, demonstrating that the genuine medicine can be had only at No 55, LONG-ACRE, and of the proprietor's venders—Each bottle is signed in the hand writing of THOMAS VINCENT & ROBERT DICKINSON and, from this genuine preparation alone it is, that

INTRODUCTION.

DISEASES and impurities of the skin, having invariably resisted the injudicious practice of the present day, it becomes doubly necessary to bring forward to the more particular notice and recollection of the public, a remedy, which has, as invariably subdued them; but which (although of 50 years standing in the higher circles of life) has never yet been properly understood, or sufficiently made known, to the generality of mankind.—On this account, and, to caution the public against being deceived by a spurious composition (see the appendix) this pamphlet has been written; for the further confirmation of which we refer the reader to Mr. Gowland's Medical Treatise. In that Treatise* is an anatomical description of the skin, its dependencies and relative situation with the nerves; shewing how the secretion is governed, and, by what means it may be changed from a healthy to a depraved state, so as to form, an immediate cutaneous disease, without any morbidity or impurity whatever in the blood. These diseases being demonstrably proved to be local, on the authorities of *Pechlin*, *Hoffman*, *Van Swieten*, *Bell*, and others, whom he quotes; he urges the necessity, as well as the propriety, of curing them by a topical remedy, and points out in what manner the functions of the skin may be

* To be had at No. 55, Long-Acre, and of the vendors of this medicine, price 1s. intitled, "Gowland's Essay on the Human Skin, and its Impurities."

restored, and a healthy and proper secretion reproduced.

In order that the Reader may be able to form some idea of the purport and nature of the work alluded to, we shall transcribe from it, one or two quotations.—“The terms *Secretion*, and *Humour*” he says, “although often used, are, generally speaking, not rightly understood.—By the word *Secretion*, people generally understand nothing more than a mere elaborated fluid or matter, without considering *at all*, the organs that produce them, and that those fluids or matters, are impressed with certain specific characters and qualities, given them by the organs that elaborate them, and, of their own adopting, which characters *did not exist* before in the body, or, in the general mass of the fluids.

“By the term SECRETION, physiologists understand, a particular operation performed by the extremities of Arterial vessels, from which result, a new animal product, or, in other terms, a fluid furnished with new characters and properties, (*sui Generis*) and of their own distinct kind: for instance, the *secretion*, called, Bile, is elaborated in the liver, and is not in the blood, nor are the characters, which it contains, to be found in any part of the human body.

“Again, the fat, is not in the blood, but, the arteries which terminate in the cellular membrane elaborate and compose it, by a secret, and inimitable combination of principles: The poison of vipers is *not* in the mass of their fluids (on the contrary, they are very innocent) but, it is created by particular organs endowed with that power.

“This observation applies to all the secretions, and particularly to that which takes place and performed in the skin, CALLED PERSPIRA-

tion, this is *generally* of a proper and natural kind, but, it is to be altered by a great number of circumstances, which, are pointed out in the course of this work.—Nor is this process confined to animals alone, it is the same in Greens, Plants and Flowers, themselves, their different colours, smell, taste, &c. are, from a specific combination of parts, the consequence of different secretions.

“Since, then, the earth, from which they have their nourishment, has not in itself, all the different characters, principles and qualities, which they themselves possess; so it is necessary to allow, that this combination, is the result of those vessels adapted to an inherent power in them, the same as the secretion of animals: * And if it is absurd to assert (as it certainly is) that the different products and matters, exist in the earth, READY PERFORMED, so, it is equally absurd to think, that the different secreted fluids exist, READY PERFORMED in animals, or, that their characters are in the blood.”

Respecting the term HUMOUR; he hints, that almost the only place in which the use of this term is rightly understood, is when we speak of the humidity of the weather, meaning a dampness, &c. in the air; here the idea is just.—In common, we never use or think of the term, but we have an idea of something criminal, sharp, or ichorous, something of virus, or acrimony, whereas, the word literally means, a fluid, wetness, moisture, &c. †

He observes, that the blood itself, whether good or bad, is properly called a *Humour*;—that, there are

* We can have a hundred different flowers with different smells, and all the variegated colours in nature in one small *Pot*.

† See Johnson's dictionary.

also other fluids in the body properly so called, which are absolutely necessary to our life and existence, and which are not morbid or vicious, but absolutely Good, and points out the wickedness of persons holding up a *distorted* term, to frighten the eruptive from the only means in which a remedy is ever to be found. After clearly and decidedly ascertaining these several facts, which he proves beyond the possibility of denial; he concludes with the following quotation from one of the first surgeons this, or any other country can boast, I mean the professor, BELL, of the university of Edinburgh.

“ It was” says Bell, “ till lately, believed that eruptive diseases of this nature, could never appear but in consequence of some general morbid affection of the system, and accordingly, a great variety of internal remedies have been recommended by almost every author who has written upon the subject: it has even been commonly considered, as an unsafe and dangerous practice, to attempt the cure of such eruption in any other way than by correcting the fluids which at first was supposed to have produced them.—It is somewhat singular, however, that the opinion should have remained so long uncontroverted by regular practitioners: as, from the writings of many old authors, it appears that complaints of this kind were constantly and easily cured, *as they still are*, by every itinerant, with local external application only.

“ This we should imagine, ought very soon to have overturned, the general notion which prevailed with respect to the nature of these disorders, and which seemed all along to have no other foundation than antiquity for its support. Modern practitioners, however, not being thack-

led by such authority, have, in many instances, ventured to dispute, and boldly to deviate from the opinions of their predecessors; and the improvement which have universally resulted from such a free spirit of inquiry, have never yet given them reason to repent their having done so.

“ This in no instance, has been more remarkable, nor attended with better effects, than in the treatment of cutaneous disorders, which, from having been very perplexed, and intricate, will soon, it is hoped, become a very simple, and easy part of the practitioner’s employment.

“ Instead of the tedious and debilitating courses of medicines which patients went through formerly, and which perhaps they are still too frequently obliged to undergo, *it is now found, that the greatest number of these complaints are more certainly, and speedily removed, by the use of local remedies merely, than they ever were by a contrary course.*”†

It should here be remarked, that, Mr. Bell had no specific to recommend, no incitement whatever to these declarations but the good of mankind.—It was with this view, also, Mr. GOWLAND wrote his Essay, and not to recommend his particular specific—this was already established, and therefore unnecessary, and his ample fortune, at this time, rendered it still less so. It was, to establish what his own experience had so well justified; namely, the general use of topical applications.—Nevertheless it is presumed that a purchaser of his Essay will not be thought necessary, after the respectable testimonies which will be found in the course of this work, of the wonderful efficacy and advantages of his medicine.

† Bell on the Theory and Management of ulcers, Sect. ix. page 336.

The lesser defects, and impurities of the skin, its thickness and opacity, or lumpy hardness, proceeding most frequently from the same cause as Eruptions, they, are only to be completely relieved by a preperation constructed with positive medical powers,—active and certain in its operation, and nothing else.—These impurities, being pent up and so closely confined in the very substance of the skin itself, are only to be extracted by such a remedy as the present: such a remedy is alone capable of restoring the beautiful fabrick of the human skin, to that purity and lustre which it is NATURALLY, AND IN ALL PERSONS, so well qualified to exhibit.

Since, then, the beauty of the skin consists in maintaining its original, and native clearness, as well as in a freedom from disease; whatever promises these attainments, cannot fail of meeting with attention from all, who regard the wholesomeness of their appearance or the favour of the world, and, who wish to unite beauty with the more substantial advantages of a healthy appearance. The effects of Gowland's Lotion being directed to the double purpose of cleansing and clearing the skin, and thereby improving the complexion, as well as to cure it, when in a state of disease; an attentive perusal of this work, will therefore, be found interesting to persons, of every description, and of every rank in life.



OBSERVATIONS
ON THE
DEFECTS and IMPURITIES of the SKIN;
AND ON THE EFFACACY OF
GOWLAND'S LOTION
IN REMOVING THEM.
No. 55, LONG - ACRE.

THE disadvantages and discomfiture of an Eruptive, thick, or impure skin, are too obvious, and often too severely felt to need a comment: but, especially the former, as this appearance, invariably, serves to stigmatize its possessors with characters they by no means merit: or otherwise subject them to a suspicion of a foul, unwholesome, or contaminated habit:—This, is an opinion which, however false in itself, is so generally received, that the removal of so unjust and injurious an idea, must be an object highly desirable to the victims of those *hasty* and *uncharitable* suspicions.

Independent of this, the disparity between beauty and ugliness, or, in other words, health and disease, and the advantages of the one above the other, even in the common intercourse of life, are such, as if we seriously consider, nothing should possibly prevent our most stedfast endeavours to obtain.

It is therefore the business of this undertaking, First, to demonstrate, that these unwholesome and forbidding appearances are mere complaints of the skin, seated in, and wholly confined to the spot on

which they are seen, and consequently, the blood and juices of those who exhibit even the most determined Eruptive or Carbuncly appearance, are, in a state as pure and as uncontaminated, as of those who most exult in a fine complexion and a Clear Skin.—Secondly, to propose and recommend a remedy, in the application of which a cure is found, that at once puts them on an equal footing. — A remedy, which, besides vanquishing and eradicating the disease, is compotent to the more difficult task of purging and clearing a thick and obdurate skin from those crudities, whereby that thickness and opacity is occasioned; and we presume it will appear perfectly reasonable and analogous, that the same preparation, which is best capable of curing the *Diseases* of the skin, in their worst stages, should be the most likely to remedy *these* Defects.

The credit and general use of this Lotion, in genteel life, was established with its first introduction; and, though this fact is known to most persons of fashion, yet, as the occasion was somewhat remarkable, we beg leave to relate it:

The once lovely and much celebrated Duchess of Kingston is well known (when Miss Chudleigh) to have been one of the maids of honour to the Princess dowager of Wales. In this situation, where beauty is considered as honour, and deformity as a disgrace, with a face and person formed to command the love and admiration of a court; her skin became affected with a lumpy thickness and opacity, which gave the most threatening symptoms to her former beauty. Like all others, in the same situation, she had recourse to paints, patches, and cosmetics, of every denomination; these were not only ineffectual, but served to increase the pro-

gress of the complaint, until at length the skin of the face wholly broke down, and gave way to a decided, fixed, and settled eruption. — The physicians to the household were called in, and she accordingly submitted to the usual routine of internal medicine, which took up much time, and in the end had no effect—nor was sea bathing; a decoction of the woods, and the most severe regimen, attended with any better success. It is necessary here to observe, that Mr. Gowland, the inventor, was at this time apothecary to the household of Her Royal Highness the Princess Dowager of Wales (as he was afterwards to that of his present Majesty) and was considered one of the honestest men in his profession. This quality, although it procured him the steady countenance and protection of his sovereign; operated differently with those under whom he acted. In the capacity of apothecary to the household, he had made up, and reluctantly administered all the farrago of medicines ordered by the physicians; and when their useless efforts had at length intailed grief, despair, and disappointment, on the lady, Mr. Gowland invented, produced, and recommended to her use, this Lotion; when, in a very short time, its effects had as far exceeded even his idea, as it did also the most sanguine hopes of Miss Chudleigh; for, it not only cured the Eruption, but had, so far purified and cleansed the skin from every species of thickness and impurity, it had formely possessed, that the fineness of her complexion actually became proverbial †.

This extraordinary change in her appearance made much noise in the drawing-room at St.

† This anecdote is yet alive in the memory of her contemporaries.

James's; and, it was so immediate, visible, and striking, that it was much spoken of in all the gay and fashionable circles about town. The means were no sooner known, than Mr. Gowland's house was resorted to by such numbers, that in the general avidity to purchase it, he acquired, in a very short time, a most ample and rapid fortune. — Thus it immediately became an appendage to every toilet of fashion, where, disease is considered as loathsome, as health and beauty are desirable. Nor is it surely any wonder that sensible persons should prefer an advantage so permanent, healthy, and lasting, over the deceitful glare of artificial coverings, which every day require to be renewed.

If Eruptive faces, and impurities of every sort in the skin, be less common in the higher walks of life, than in those less exalted (which is certainly the case) it is, because, this medicine has been chiefly confined to those circles of fashion, among whom it was first introduced, especially as their private knowledge of the inventor, and his subsequent practice, served infallibly to establish it among them, as the specific in cutaneous complaints. Thus introduced by a regular practitioner; and, at the same time a conscientious and a good man — a man, in whose honour and abilities all who knew him had faith. Thus assisted I say by the circumstances already related, it stood not in need of those adventitious aids which make things generally known, and to which most articles of the present day are indebted, not only for their establishment, but also for their existence. †

† This measure would not *now* have been adopted, but to check the daring strides of fraud and imposture which might otherwise impose on the public a spurious for the genuine medicine.

As an argument that Mr. Gowland considered the invention of this Specific an honourable addition to his medical character, he called it by his own name. He wrote in its defence; he prepared and sold it as his own house, in the course of his regular practice, and became accountable for all its effects; from which period down to the present (nearly half a century) it has maintained its pristine character and celebrity, without a single rival to dispute its claim, as the specific for all cutaneous diseases and impurities, from a freckle or tetter to a mask of carbuncles.—That this positive assertion may not seem too confident, it is necessary to observe, that the different appearances which present themselves upon the skin, are but one species of disease; not only as a disease of the skin; but, this disease being occasioned simply by a depraved secretion of the glands and capillary vessels, they become curable by one and the same remedy, that is to say, by changing this secretion from a depraved to a healthy secretion, the skin is instantly cured as that change is produced: It may therefore be confidently asserted, that Gowland's Lotion (in direct opposition to those general remedies which promise to cure every disorder) professes only to cure *one*, and invariably maintains that profession.

The different appearances directly subject to the influence of this remedy may be classed under the following heads:

ERUPTIONS of the face and skin, however violent or disfiguring, whether tetters, encrusted, or ulcerated. †

PIMPLES or **BLOTCHES**, from surfeit or other cause.

EFFLORESCENCE, or **REDNESS** of the nose, chin, arms, &c.

HEATS, and that species of eruption and redness, called scorbutic humour.

HARD LUMPS or **KNOBS** in the **SKIN**.

Its frequent **GREASY** or **OILY** appearance.

Its **LIVID** and **SICKLY PALENESS**; and also its **THICKNESS**, **OBDURACY**, and **OPACITY**, by which this appearance is occasioned. (See page 20)

FRECKLES, **BLACK WORMS**, **WARTS**, **CHILBLAINS**, &c. &c. and every impurity or unnatural appearance with which the skin may be affected, whether vivid and inflamed, or languid, obdurate, or artrabilious. — And the Proprietors, with the most sacred regard to truth, and the credit of their medicine, assure the afflicted, that what is called the most rancorous and alarming scorbutic humour and eruption, have, in a short time, been invariably subdued by just wetting the face, hands, or other part affected, with this salubrious and pleasant fluid, night and morning. — Two quart

† These different appearances, with their causes, are described, explained, and accounted for, in Mr. Gowlan's Medical Treatise; to be had at No. 55, Long-Acre, and of the venders, price 1s. or it will be given, if desired, with a bottle of the Medicine.

bottles are always sufficient to produce a cure, and frequently ONE, even in the most obstinate and inveterate cases.

There is a forbidding greasiness frequently seen on the face, which it also remedies.--Insensible perspiration is so called, from its passing off imperceptably; but the thickness and adhesive quality of this greasy fluid is such, as prevents its passing off in stream and vapour, makes it lodge in the cavities, and hang on the surface of the skin almost continually.

It frequently happens, from a little continuance of the Lotion, after the first complaint is removed, that, the growing improvement is so visible and striking, that the parties never leave it off, but continue it as a common wash to the end of their lives; not of necessity, but CHOICE; and we have a great many customers still remaining with us, who actually began it in the life-time of Mr. Gowland, forty or fifty years ago. A stronger proof of its innocence, as well as its efficacy, cannot exist; I say cannot exist; and, that this interesting fact may meet the credit it deserves, we are at liberty to refer to many of the parties themselves.

Although one pint bottle will decidedly show its powers, and the advantages to be expected from its proper use; yet, such a quantity is not sufficient to produce the extent of its effects. In order, therefore, to induce a fair trial in the FIRST INSTANCE, and, that the credit of the article may not suffer from a possible disappointment of the parties reaping its fullest benefits, the price of the larger bottles have been reduced from half-a-guinea to eight shillings and sixpence. In purchasing these, there is an advantage over the pints, of full one third, in price and quantity; but, this advantage can only be had, by buying at the Proprietor's Warehouse, No. 55, Long-Acre.

Its PRINCIPLE of ACTION

Is diametrically opposite to that of repellent; its first object being to excite, in a small and temporary degree, an apparent encrease of the eruption, which it finally cures and eradicates.

By a gently stimulating quality it opens the pores of the skin, excites the languid vessels to their proper action, and thereby relieves obstructed perspiration, extracts the thick and turgid virus lurking in the interior Fibres, and brings them forward to the surface, where it appears in the form of a SCURF, † or whitish powder, which every morning falls, or is wiped off, until the skin, by being thus frequently *purified*, and, from day to day, *purged* of its crudities, it is improved, from a state of impurity and disease, to its original clearness, beauty, and perfection.—The natural tone and texture of the skin being restored, the capillary vessels and glands perform the functions allotted to them, and are hereby enabled to THROW OFF, AS THEY RISE, those saline particles which would otherwise CLOG and THICKEN it, without suffering them to loiter and accumulate, till they become *fixed*.

Although, towards the close of this pamphlet, are the voluntary testimonies of persons, whose characters and situation place them above the possible suspicion of having sent them merely to favour the Proprietor, and, at the expence of honour, truth, and justice, to impose upon mankind: Yet, in order to show its powers, and in what manner it operates as an improver of the common complexion, we shall here add some further observations; as they also appertain in cases of Eruptions, &c. &c.

† See Mrs. Anstruther's letter, page 26.

On Cutaneous Eruptions.

OF all the operations performed in the animal œconomy, the most surprising is certainly that of the Secretions. What makes this surprising is, that every organ in the human body should have a kind of instinctive power to attract those matters only which ARE proper for them, and to repel and reject those that are NOT so.—The celebrated *John Hunter* ingeniously calls this power, “THE PERCEPTION OF THE ORGANS:” There are in the skin two kinds of these secretorinous organs, namely, the Glands (which are of two different species) and, the Arterial or Capillary extremities; the innumerable mouths of the latter opening* every where, upon the skin, it is especially BY THEM that the perspirable matter is SEPARATED; I say separated; for it is not a mere filtration of the lymph, but an election of the specific fluid or matter itself. If it was otherwise, then, the *useful* substances, would of course be equally evacuated, and this evacuation, instead of being salutary, would be injurious; it would diminish the strength of the animal, and frequently prove dangerous and fatal †. Besides, chemycal analysis has discovered in the perspirable matter, characters and qualities which are *only* PROPER TO ITSELF. Thus, then, the perspiration is a

* These *openings* are necessary, first, for the purposes of health, and secondly, to lubricate the skin with the liquor they shed. But, when their mouths are closed, or choaked up, as from exposure, is common in the face, such partial obstructions serve merely to injure that part of the skin where it happens, but is not sufficiently universal to injure the general health of the body.

† This at once solves the mystery how persons who work at forges, in glass-houses, and a great many other

matter of its kind—of its own peculiar nature, or as phisiologists say, "*sui generis*," as well as the BILE SALIVA, GASTRIC JUICES, &c. &c. And, if it is, it follows, that, the perspiration is the effect of a secretion, as well as the saliva, bile, &c. consequently not dependent on, or in any way affected by the state of the blood, or the alteration it may undergo. † To deny a doctrine so clearly proved, and so well established as this is, would be to declare war against truth, reason and common sense; since nothing is so certain, as, that every secretion is altered, not by any peculiar state of the blood, but, as the secretorinous organs are injured or removed, by any accident from their natural state; it will not be denied, that, the secreting organs of the skin are *more than all the other* organs, liable to be disturbed and injured, and its secretion changed; both from its extreme sensibility, and, from its exposure to the action of the atmosphere, and all its vicissitudes; this change will present different appearances, according to the difference of the separated matter. When this difference is material, it will actually break and lacerate the mouths of the vessels, so as to form a cutaneous eruption, which must be remedied by an external application, and is subject to the influence of no other. Sometimes it forms encrustations on the surface only; sometimes pustules, containing serum, and sometimes forms little abscesses, or ulcers, or what is

situations of extreme heat, which all day long, and every day repeated, occasion an immense discharge of sweat, feel, nevertheless, no diminution of their health or strength. The same remark may be made on horses, &c. What accounts for it is, that other secretions are less in proportion, as this is augmented (See Gowland's Treatise.)

† Except in very particular and rare instances

vulgarly called blotches: At other times small pimples, &c. like millet seed, filled with a transparent water, which, when shed, condenses, and forms crusts or scabs; these detach themselves, but the skin being enflamed underneath, pours out fresh matter, which undergoes the same change as the first. At other times it is a mere efflorescence, generally effecting a particular part, as the nose or chin, &c. and sometimes appearing in round red spots only. But these appearances, and their causes, are by far too numerous to illustrate in this recommendatory pamphlet—especially as a knowledge of the latter may also be too interesting to the sufferers to excuse its being glossed over in a mere cursory way; we must refer the curious and thinking reader, to Mr. Gowland's Treatise, for a more full and ample display of them—and in this place, confine ourselves; and take notice of only *one appearance* more, as it is by far the most universal of all, and is the subject of the following chapter; namely,

The THICKNESS and OPACITY of the SKIN

This livid, sickly, and forbidding appearance, which is generally confined to the face, is in most cases owing to an obstruction of the perspirable matter, in the extreme vessels, from their exposure to the atmospheric air, which in this country is always varying; and it is much to be regretted, that the greater the *natural* delicacy and thinness of the skin, the more subject it will be to this complaint.

On Its P O W E R S

AS AN

Universal Cleanser and
Clearer of the Skin.

IT has already been observed, that, this preparation of Gowland's Lotion was originally invented for the cure of positive and confirmed DISEASES in the skin; and that it invariably succeeded in these complaints, thousands of evidences exist to prove. Thus we are compelled to give it credit for certain ACTIVE MEDICAL POWERS, without which, its obduracy and thickness cannot be relieved. The strength and energy of the vessels not being sufficient, in this case, to oppose the repelling action of the weather, their contents are stopped from exuding—are condensed in the extremities of the vessels, and become fixed in them. Thus, I say, the perspirable matter which is secreted by the capillary arteries, and which should pass off, is checked and prevented doing so, by the mouths of those vessels being constricted and closed by the denseness and humidity of the external air. The matter thus lodging, stagnates in the very body and substance of the skin, whereby it evidently becomes indurated, thickened, and opaque.—Nor is this exactly all; the glands (of which mention has already been made, as one of the secreting organs) in this case, exude their contents *singly*; these contents being of a more suety and oily nature, incessantly infest and hang on the skin, for want of the more watry fluid of the arterial vessels to mix with, and, with which is

would otherwise evaporate in steam and vapour. Hence then arises that greasy or oily appearance as well as its **OBDURACY** and **THICKNESS**.

The skin, with which we are covered, is not more necessary to the functions of life, or more curious in its structure and formation, than it is transcendently beautiful in appearance, when in its native, pure, and original state, and unclouded by disease; to preserve it, therefore, in this state, or restore it thereto, when impaired, is all that can reasonably be expected from any medical influence—its native and unfulfilled beauty being beyond the power of human improvement. All, therefore, we undertake this medicine to perform is, to purge the skin of the face, &c. from those impurities it may have contracted from exposure, &c. and to make it as clear and as thin as on those parts which are covered, and in a natural state, with all its advantages*: for, if the skin of the face be, from any cause whatever, more turgid, thick, and obdurate, than it is on the other parts of the body which are covered, it is evidently under a degree of disease and imperfection (for it should be less so) and by the use of proper means, to be remedied and restored to a state of nature; but, considering that these impurities lie in the substance and body of the skin itself, it were unreasonable to expect those benefits from any article less medically constructed, than from one which commands its most inveterate diseases. The imperfection we are speaking of, although ever so trifling, is yet a disease. It is an indurated skin. It sometimes prevails in an extreme degree, and is that sort of complaint, which in ordinary life is more generally felt and submitted to than all others,

* The superior advantages naturally inherent in the Skin of the face, are described in page 23.

from a conceived impossibility and actual despair of relief; and yet, from a general wish to *cover* this defect, the entire world of cosmetics are indebted for their use and existence.

In complaints of this nature (and with which all faces are troubled, more or less) it is, that such multitudes have recourse to various oleaginous compositions, powders, paints, patches, and cosmetics, or any other mode which give a prospect of *immediate* service; without considering how very temporary and short-lived the relief—without comparing the advantages between such a mode, and that, which evinces the superior brilliancy of health and nature—eradicates the cause for ever, and at once renders unnecessary those temporary, not to say, pernicious aids.

For those ladies, whose faces have been impaired by the long use of paints, &c. it is an acquisition of the first moment; as there is nothing which it performs so readily, as the entire removal of those fallow effects, and restoring the complexion to its natural bloom. A moderate application of this Lotion on going to bed also allows the free use of paints in the day, as it remedies and prevents their otherwise very unpleasant effects on the skin.

Freckles, tan, or sun burn, it also takes away. These advantages are, in both cases, produced without the slightest inconvenience, by merely disuniting the dead scales of the scarf-skin from the healthy live skin beneath, which, as in other cases, forms a whitish powder, that is every morning wiped off, and in proportion as this appears visible, so, likewise, does the improvement.

We have said in page 22, that the “skin of the face is by the use of this Lotion to be made as pure and as clear as it is on any other part of the body:” but, we should also have explained the very curious

difference which there is between them; and, indeed, the very wonderful advantage which the former has over the latter, from its peculiar structure and formation. There is a perfect blossom on the outer surface of this part, *when perfect*, which no other part of the body *can*, I say, can exhibit. It seems to have been the last, the finishing touch of the pencil of nature, drawn by the finger of the Great Architect of the universe, as the masterpiece of all his work. It is not unlike the downey velvet bloom to be found on some ripe fruits, the peach, the plumb. &c. Nor is it unaptly compared to the lively bright colour of fishes and of birds, but which go off the instant they die. Nor does it ever obtain in *this part*, unless it be in a sound and healthy state.

In speaking of the great superiority of this part *when complete*, we mean also to describe the power in the cheeks of exhibiting its beautiful rosy and lively red, a power, confessedly, *withheld* from every other part. The means whereby this redness is afforded, is alike in all:—its parts are universally the same *in every individual*; and, the reason it does not produce the same effect in all, will readily be seen. The arterial vessels which assist in composing the internal fabrick of the cheek are larger and much more numerously interpersed, than in other parts. The cheek (when free from impurities) may be compared to a beautiful piece of fillagree, wherein the minute capillary arteries, like fine-hair threads, branch out, and are variously interwoven in numberless ramifications. This curious mechanism, we have said, is invariably in all persons a counterpart of one another; and if it does not produce the same effects or lively hue, it arises either from obstruction of the vessels, or a defect in the size of the vessels themselves: in both cases, the red part of the blood is prevented

entering into, or flowing through them, as it would otherwise do. This red part being too thick to gain admission, the vessels are filled with the thin, watery, or colourless part of it.

PALENESS is therefore the natural consequence. In the case of what is called obstruction of the vessels, it is, when the skin is already indurated, and thickened with the condensed, perspirable matter. Thus the disease of paleness is nothing more or less, than an absence of the blood from the part, occasioned by the skins being already occupied in the room thereof, by a pale and colourless body. To remove this, *Gowland's Lotion* possesses the necessary powers; first, by stimulating the vessels to a discharge of their stagnated contents; and secondly, by giving them *strength, tone, and energy*, to continue the circulation of the blood through all the fine capillary vessels of the cheek.

In the various, obstinate, and perplexing maladies which we have described, this article is well known and established in thousands of the most respectable families, as the only Specific; the desirable effects of which are certain; and, however positive the assertion may seem, its truth is our justification, namely, THAT THERE NEVER YET HAS OCCURRED ONE SINGLE INSTANCE WHERE ANY INDIVIDUAL (HOWEVER OBSTINATE THE CASE) HAS MET DISAPPOINTMENT; WHO HAS BARELY DONE IT THE JUSTICE OF PERSERVING THROUGH THE USE OF TWO QUART BOTTLES, AS DIRECTED; AND, IN MOST INSTANCES, ONE WILL HAVE THE EFFECT. * See page 15.

* From the very high commission allowed to venders, the price of quarts with them is 10s. 6d. as usual; but at the warehouse, in Long-Acre, (No. 5;) 8s. 6d. only.

It may, perhaps, to common reflection, appear rather contradictory, when the same medicine which is offered to remove *unnatural redness*, is recommended for *unnatural paleness*. We have, however, a short, and, as we conceive, a satisfactory answer, viz. that these appearances, proceeding from *defects in the skin*, are both to be cured by restoring the skin to a *natural state*, when both diseases disappear of themselves.

Having cursorily gone through the uses of this excellent preparation, it should be remembered, that we have been speaking of the virtues of the *genuine* medicine, prepared from the original M. S. receipt of Mr. *Gowland*, by *Robert Dickinson*, under the inspection and direction of his father-in-law, *Thomas Vincent*, who prepared it for the widow *Mrs. Gowland*, after the death of her husband, and for the last sixteen years. And any but what is so prepared, and is signed by them on every bottle, is assuredly counterfeit—destitute of efficacy, and, a disgrace to the genuine medicine. This caution is particularly directed against a base composition, which is continued to be sold by a *junto*, in my old house, and is audaciously signed with my name, except the initials, namely M. E. and sometimes Maria Elizabeth. She is an impostor: of all such I request the public to beware.

(See the appendix.)

Independent of the regular appointed venders, both in town and country, it is frequently purchased by the medicine dealers, perfumers, &c. as an article of trade.

In their hands our joint signatures will be a security to purchasers, and a sufficient mark of authenticity to be satisfied with, as a forgery thereof
WOULD BE A CAPITAL OFFENCE.

The respectability of the following names must, of course, supersede the necessity of any further remark; they cannot fail of bringing conviction to the minds of all, whose minds are *open to conviction*, and at once establish the credit and efficacy of the Lotion.

They are not taken from obscure or distant situations, but are persons well known on the spot, and (more than willing) they desire to be applied to.

TESTIMONIALS.

Of the Use and Efficacy of the Genuine Gowland's Lotion, prepared by *Thomas Vincent*, and *Robert Dickinson*,

No 55, LONG - ACRE.

The following very liberal note is just received from the much admired Mrs. Crouch of the Theatre Royal.

“**M**RS. CROUCH's compliments to Mr. Dickinson, begs his acceptance of the inclosed note as a small acknowledgement, for his good natured attention in recommending to her his Gowland's Lotion, which she has the pleasure to tell him has perfectly cured her face.”

May 18, 1793.

No. 20, Suffolk-street.

Most authors, who have written on *Complaints of the Skin*, have given instances, where FEAR alone, has, frequently, induced cutaneous affections.--In the month of September last, this lady was overturned in her

carriage; and her Face, in the accident violently bruised; whether the complaint which immediately succeeded, was the consequence of the hurt, or an altered secretion from the effect of Fear upon the nerves, is not quite certain; as both might operate.—Persons of a delicate system, and a fine susceptibility are more particularly subject, indeed, are the general sufferers under such circumstances; this is fully accounted for in Mr. Gowland's Treatise.

To MR. VINCENT.

" SIR,

HAVING got some bottles of your Gowland's Wash from Mr. Elder of Edinburgh, and it being near finished, I will esteem it as a favour if you will send me down to Bristol, four bottles, pints, at 5s. 3d. each, of the genuine Gowland's Wash. *I have found it a great cleanser and clearer of the skin, though at first it occasioned rather an alarming scurf.*

Let them be carefully packed, and sent by James Sartine James's flying waggon, for Mrs. Patterson Anstruther, at Mr. Calder's, apothecary, Doury-Square, Hot-Wells, Bristol,

Hot Wells, Bristol,

And am, &c.

Jan. 5, 1791.

A.P.W. ANSTRUTHER."

This lady is sister-in-law to Mr. Anstruther, the member of parliament.

" SIR,

Where the mind is so well satisfied as mine is of the goodness of your medicine; I should consider

myself guilty of injustice were I to withhold that well-earned recommendation you desire, you are therefore at liberty to publish this letter in your next pamphlet, and, to say, that, from having submitted to a violent and ulcerated eruption in my face for seven years (which I presume came by a surfeit) two bottles of your Gowland's Lotion has restored the skin to its original healthy state.

ALEXANDER MILLS."

*Steward to her Grace the Duches of Cumberland,
Pall Mall.*

Mr. DICKINSON, No. 55, Long Acre.

"ALTHOUGH the two ladies (my relations) to whom I recommended your wash, have themselves objections to appearing in print, I have none, or to be referred to.

I know not how to describe that affection of the skin, with which the eldest was troubled, being principally large yellow spots, much larger than freckles, that almost covered her face and neck; the other was what I believe you call merely an obduracy and thickness of the skin. They are, however, both of them very thankful to me for recommending it, and tell me, I cannot say too much for it; they have not used it more than a fortnight, and the difference is incredible.

Yours, &c.

ARTHUR WHITE."

Wine Merchant.

Burr-street.

To Mr. DICKINSON.

" SIR,

WHEN three weeks ago I bought your Gowland's Wash, and refused to give you my address, it was on account of my face being so extremely disfigured and bad, lest, if it succeeded, you might be induced to publish the cure. But having been reprobated by my friends for the selfishness of such conduct, and, as the cure, contrary to my most sanguine expectation, is now complete, I give you leave to do so, in the fullest and ample manner, in proof of its efficacy, and am,

Your most obedient,

No. 3, Piazza, Covent-Garden, M. STIRLING."
April 14, 1791.

" SIR,

FROM the very high character of your lotion, for clearing the skin, I was last Thursday induced to send for a quart bottle of it: the consequence is, that having perhaps used it too profusely, it has brought my face out in such a scurf, that I am quite a sight. Pray acquaint me by the penny post if it will go off again, and what I am to do immediately.

Your's &c.

114, High Holborn.
Dec. 28, 1791.

S. SMETHIE."

" SIR,

I AM obliged by your attention to my note, and have the pleasure to acquaint you, that before I received your's, the scurf I complained of was

entirely gone, and my face much clearer and smoother than ever it was before. I assure you it shall not want my good word. Your's,

114, Holborn,
Jan. 3; 1792,

S. SMETHIES."

This lady has now left town, but is well known to Mr. Skidmore, stove grate maker, No. 123, within a few doors.

Mr. DICKINSON.

" SIR,

JUSTICE to society and your Lotion, added to my own conviction, obliges me candidly to confess and vouch for its *very extraordinary powers*. I have lately witnessed its good effects in a case of the most *violent scorbutic eruption* I ever saw, and which has been cured by it in a manner the most satisfactory.

F. UNDERWOOD."

Patentee of the Sky-light Manufactory, No. 228,
High Holborn.

Mess. VINCENT and DICKINSON, Proprietors of
GOWLAND's LOTION, No. 55, Long Acre.

"THE great benefit I have received from the use of your Lotion in curing my hands and arms of an eruption on the skin, under which I have been afflicted for many years, notwithstanding I have tried, I believe, every internal medicine recommended for such complaints, have induced me to transmit you this account, in order that if you think proper to publish it to the world, you may

know, you have, more than my consent, my wishes to do so. The pain and disagreeableness I suffered so long myself, oblige me both to feel for others, in a similar situation, and likewise to declare the means whereby I have been so agreeably relieved.

And am, &c.

Stanwell, Middlesex,

T. EASTAFF."

Late Lieutenant and Adjutant of the 21st Regiment
of Light Dragoons.

Messrs. VINCENT and DICKINSON, Proprietors of
GOWLAND'S LOTION.

"FROM the very high opinion I entertain of your Gowland's Lotion, I most readily consent to your publishing this letter; which however I would not do, but from a full conviction of its efficacy, and a clear belief that the world will be benefited by its use: I have, for some time; been troubled with a very disagreeable acrid humour in my face, which terminated in a settled violent eruption. I have used but one bottle, the disorder is gone, and my face is perfectly cool, smooth, and clear. And am,

Your humble servant,

W. NICOLL."

No. 51, *St. Paul's Church Yard.*

Bookseller.

"Mr. DICKINSON,

As I think your medicine (Gowland's Lotion, so highly deserving the encouragement and confidence of the world, I freely give it my support and

recommendation. It has eased me from a complaint more teasing and disagreeable than can I describe; a violent humour and eruption in my legs and arms, which I often could not bear without scratching, and frequently until they bled, and which two bottles of your lotion has entirely freed me from; besides this, I gave some of it to a lady, for a complaint in her face, as if it proceeded from drinking. It has made her completely happy, in freeing her from such a suspicion; and she now sends to you for a quart bottle, which please to give the bearer.

I am, Sir,

Your obliged humble servant,

No. 13, *Arundel-street,*
Strand.

THO. DELL."

Second Officer of the Queen East Indiaman.

" SIR,

THE means I have, at intervals, used for twelve years, to accomplish what your lotion has done in six weeks, would, if I might declare them publicly, be the strongest recommendation I could give; but as this, however just, might be deemed unhandsome, I will forbear, and content myself with allowing you to refer those who desire information on the subject, to my house, where I shall endeavour to do justice to your very deserving composition, that has given me ease and pleasure in lieu of pain, and a healthy appearance for encrusted eruption, blotches, and carbuncles.

Crown & Scepter Court, A. WEATHERLY."
St. James's-street.

Shaving is now no longer that dreadful operation it used to be.

Mr. DICKINSON.

" SIR,

THE benefits my family has received from the use of your Gowland's Lotion, require not only that I should oblige you in the use of my name, but also do all in my power to recommend it individually, from a conscientious knowledge of the facility with which it performs its operations. It would be too tedious to enumerate the different circumstances of their complaints, and may be sufficient to say, that I will cheerfully answer any enquiries at my own house, and give every satisfaction in my power thereto. And am,

Yours, &c.

*Printer of the County Chronicle,
Warwick Court, Newgate Street.*

W. JUSTINS."

" SIR,

I HAVE lived upwards of twenty years in the family of his Grace the Duke of Bedford. For fourteen years, of the time my wife has been much afflicted with a bad face, which your lotion has cured and rendered so comfortable, that she has desired me to transmit you this acknowledgement in order that, if you please, you may publish it.

J. EAGLE."

At his Grace the Duke of Bedford's, Bloomsbury Square.

" SIR,

APPREHENDING, from my situation, that my single testimony might not afford your medicine that recommendation which at my hands is so amply due, my master, Mr. Fozard, knowing the fact, has consented to witness it with his name.

I was fifteen years subject to a very inflamed and ulcerated eruption in my face, the heat and burning of which at times were almost insufferable.—The use of your Lotion has most comfortably relieved me both from my suffering as well as from the unsightly appearance, which has often subjected me to suspicions I by no means merited, and by which I have sustained some real injuries. My case is also well known in *Sir John Dyer's family, where I lived six years. I am, Sir,

Your most humble servant,

Witness J. FOZARD,
Park Lane.

R. DURANT."

Mr. DICKINSON.

" SIR,

I HAD a personal knowledge of the composer of your medicine, and, my frequently noticing its good effects induced in me its frequent recommendation. I have the satisfaction to tell you, it has always succeeded: I can therefore have no objection to your using my name, also, which, on an occasion of public benefit, like the present, I conceive to be well employed.

Park-lane.

JAMES FOZARD."

* Sir John Dyer, No. 5, St. James's Street.

" SIR,

YOUR Lotion is entitled to, and I mean to give it, my most sanguine recommendation : it has cured me of a complaint in my hands, which for five years had resisted every other means.

M. PICKFORD."

At DAVID DUVELUZ's, Esq. *Size-lane, London,*
and Hornsey-lane, Highgate.

Mr. DICKINSON.

"THE bottle of Lotion I lately had from you has done me so much good, that I have no doubt a little perseverance will work a cure, and I am really obliged to Mr. Fozard for recommending it to me. I am going to leave town for some time, and therefore desire you will send me as much as you think will do the business, which the servant will pay you for. And am,

Your's,

Craig's Court,
Charing Cross,

RICHARD BETHEL COX."

POSTSCRIPT of a Letter from Mrs. FOUNTAIN,
High-street, Mary-le-bone.

"I have recommended the Lotion for upwards of thirty years to all my female acquaintances, as a general cleanser and clearer of the skin; and have constantly received the thanks of my numerous friends who have used it.

Mr. DICKINSON.

“ SIR,

IF I was skilled enough in description, to give a correct picture of the former state of my disease, contrasted with its present degree of improvement, I should esteem my endeavours laudably exerted. As however I think my own, or any other pen, unequal to conveying a full idea of the late deplorable condition of my face, a general account must suffice. I had an eruption, from I knew not what cause, as hedious as ever was seen, consisting of clusters of enflamed and ulcerated lumps, and accompanied with a general flaming efflorescence. To repeat the train of regular medical means it led me through, would be as tedious as it would be invidious to point out the recommenders; it is sufficient to say, that the remedies I used were of the most varied description, indeed, till variety was exhausted, and that with complete inefficacy, they took up a period of two years. I have now used your Lotion a month, and so remarkable have been its powers, that had not the amendment been the most progressive, I should have doubted the source of it. From the disfigured state I before described, my face is altogether CLEAR and WELL, and that by a mode the most pleasant and satisfactory. I have given you the facts, and wish they may possess all the force with my fellow sufferers, which I am confident your admirable remedy deserves, and remain

Your obliged servant,

Bristol.

ANTHONY CRUGER.”

This gentleman is son to the member of parliament for Bristol.

A F F I D A V I T.

“ THOMAS VINCENT, maketh oath and faith, that, the mixture imposed upon the public, in Davies-street, for Gowland’s Lotion, is a spurious composition, and that all which is signed Maria E. Vincent, is but an humble imitation,—a vile counterfeit, and a disgrace to the genuine medicine. And also this deponent maketh oath, that the said Maria E. Vincent is an impostor; for, that she did audaciously state to Mr. Mingay, that, this deponent had disclosed to *her* the secret. for preparing the lotion, or words to that effect. Now this deponent maketh oath, that it is a gross falsehood, calculated to *deceive* Mr. Mingay, and MISLEAD THE PUBLIC; he never having disclosed to her the said secret, or, to any other person whatever EXCEPT to his son in law Robert Dickinson, to whom he HAS disclosed, and authorised to make and vend the same in all parts of the world; and also, that he, the said Robert Dickinson, has been instructed in the whole art and process of preparing and compounding the same. This deponent has also made over to him, for ever, and deposited in his hands, the only true and genuine receipt. The public, therefore, can *only* be secure in *his* preparation of the Genuine Gowland’s Lotion, and which is now prepared by him, under the authority and inspection of this deponent, at No .55, Long-Acre, and no where else.

THOMAS VINCENT.

Surry } Sworn before me, one of His Majesty’s
to wit. } Justices of the Peace for the County of
 } Surry, this 27th day of March, 1793.

J. STONARD.

D

A P P E N D I X.

AFTER being the proprietor of this medicine for sixteen years, I should not now have submitted to this measure, merely, for the sake of *recommending its virtues* ONLY.—No! my regard to the injunctions under which I received it (namely) “that it should *never* be advertised,” would have kept me silent for ever: but a circumstance has occurred, which obliges me to step forward at a time, when I thought, I had retired from the world.

An imposition of the most flagrant and daring kind requires I should step forward, first, to defend the public from being deceived and disappointed, and, secondly, to preserve my property from spoilers, and impostors, especially as the plausibility of the fraud is such (being carried on under my name) as makes it the more necessary to be exposed and guarded against:—its necessity therefore must plead my excuse.

The advantages of this medicine being, ONLY, to be expected from the use of the *genuine* preparation, it has become necessary to apprise the public, that, I have long since removed from Davies-Street where I had established the sale of this article, and also to caution them against purchasing there in future, as the persons who are now in the house are wholly ignorant of the composition, had no connection whatever with Mr. Gowland, or his family, and, continue to impose upon the world, on the single circumstance of their living in the house. *This* latter circumstance alone, it is which could render their attempt deserving notice.

The junto, by whom the fraud alluded to is carrying on, is headed by a depraved and abandoned female, whose vicious conduct has obliged me to discard her for ever.—Soon after the commencement of my unfortunate connection with her, I removed the sale of this article from Blenheim-street, where I then lived, to a house in Davies-street, which

had been formerly kept by this woman's husband†. I next purchased the furniture and lease of the house, which I settled upon herself. This last circumstance it is which I have most to lament, and which alone could have occasioned me so much trouble. Her subsequent shameful and barefaced conduct with this Tyler, who was then my servant, soon obliged me to quit her and the house together, rather than be the witness to my own shame, a situation which no man of honour or feeling could possibly submit to, whatever might be the sacrifice. The sacrifice, however (and it is a serious one) is this, that I could not leave her without also leaving the house, where my sale was established, because I had made the house her own for the term of the lease, and therefore could not turn her out of it. In this my friends will see I had no alternative, and I rely on the activity and perseverance of my son-in-law (to whose care and management I have committed the entire concern) who has promised and undertaken by these means to apprise the world of the attempted imposition, and thereby defend them from the consequences and disappointment which, must otherwise, ensue.

Thus, the public and my friends, seeing how it happens, that she remains in the house, will, not now, be deluded either by this circumstance, or, the speciousness of the name. Nay, they will avoid the name of Vincent, in all cases, unless it be distinguished by the Christian name of THOMAS, and united with that of my son-in-law ROBERT DICKINSON.

But there is another trick to which she and her party have also had recourse, a trick, in which they have

† She now, among her friends, goes by the name of Tyler, (the man she lives with) It was formerly Berry, but, in matters concerning the Lotion she signs herself Maria E. Vincent. One may now ask, what public vender (however interested) who regards the credit of his warehouse, can think of coupling his name with hers? or, if he should—if his *ridiculous* "certificate" be any mark of originality?—ridiculous in the extreme!

made counsellor Mingay (innocently I believe) appear, to play a capital part. This trick is a new one, and perhaps never was acted before, and which I shall take notice of in another place. In short, I will not attempt to describe the various artifices which has been practised by this set. It is enough that the world is satisfied of my title.

My situation formerly was so very public, that I have the honour to be known to most of the nobility in the three kingdoms by my musical performances. I have also had the honour of holding situations in the house-holds of their present Majesties, and the late Prince of Wales, for upwards of fifty years, as the following warrant in 1740, will evince; and I am to be found in the Court Calendar to this day, as first hautboe in the King and Queen's band, and principal barber to his present majesty.*

These are circumstances I should not have mentioned, but conceiving the public to be entitled to every possible satisfaction in matters where their health is concerned, and *might* suffer, I mean to follow them up with references, and, in short, to leave nothing undone which can tend to that point.

FREDERICK, P.

"Whereas we have thought fit to nominate and appoint Thomas Vincent, Gent. to be our music and instrument keeper, in the room of John Barnard during our pleasure, OUR WILL AND PLEASURE therefore is, that you pay, or cause to be paid, unto the said Thomas Vincent, &c. &c. &c.

"Given at Norfolk-house, the 3d. day of April, 1740, in the 13th year of the reign of our royal father the King. By his Royal Highness' command.

G. LITTLETON."

"To our right trusty and right well-beloved cousin Thomas Earl of Scarborough, our *Treasurer and Receiver General*,

* It is true, I never had the honour of shaving or dressing my royal master, not having been brought up to that profession.

“ Entered in his Royal Highness’ Treasury Office,
the 10th. day of May, 1740. E. GODFREY.

“ Entered in the Auditor General’s Office, the
24th day of April, 1740. W. JOLY.”

The intimacy that subsisted between our families at this time will be vouched by Mr. Peter Crawford, with whom I was presently after joint Proprietor of the Opera-house. This worthy old gentleman, together with Mr. Bailey, than whom few are better known or respected, have sent me the following written testimony, with a request that I would publish it. It was written and sent by them on seeing her mixture, audaciously called the *really genuine*, &c. and at the same time with equal impudence, in her advertisements, cautioning the Public *against counterfeits*.

T O T H E P U B L I C.

“ FROM the insinuations cast on Mr. Vincent by a person who now opposes him in the sale of Gowland’s Lotion, and, in justice to a much injured man, we are induced thus publicly to declare our positive belief of the following facts.

“ That he, Mr. VINCENT, did prepare the wash or lotion in question, for Mrs. Gowland; prior to her death, when, TO OUR KNOWLEDGE, he became and continued the undisputed preparer and vender for several years; and we likewise believe, that this woman, Maria Elizabeth Vincent, was a total stranger both to Mr. and Mrs. Gowland; and we never remember to have heard of her until the circumstance of her opposing her husband, and pretending at the same time to deny *his* right—a circumstance so BAREFACED, INSULTING, and OPPRESSIVE, that we should be wanting in common justice, were we to refuse him this testimony; with which we presume those who know us will be satisfied.

“ PETER CRAWFORD, fifty years a proprietor of the Opera-house.

“ JAMES BAILEY, Proprietor of the York-House Hotel, Albemarle-street.”

The Justness of my claims are also known to Mr. and Mrs. Robson, of New Bond-Street; Mr. Hookham, ditto; Mr. Camp, surgeon, the next door to my old house, the corner of Blenheim-street; and to a thousand others: but especially to Robert Wilson, Esq. of Great Prescot-street. This gentleman was sole executor to the wills of both Mr. and Mrs. Gowland, and, in conformity with this trust, paid my children by PENELOPE (NOT MARIA ELIZABETH) 2,346l. 1,546l. of which is described as part of 23,000l. "which had been lent to Godfrey Clerk and Godfrey Bagnel Clerk, Esqrs. and which had arisen out of the profits of the wash."

I shall add but one fact more, and that is, not to prove my originality (that cannot be now necessary) but to prove the audacity and imposture of Mrs. Maria Elizabeth Vincent on her part. This is the evidence of Thomas Mayer, Esq. nephew to Mr. Gowland, a gentleman, who besides being a relation of Mr. Gowland's and competent to know the fact, is also a man of worth, honour, and respectability. His country residence is at Malton, in Yorkshire, where he has estates, and his town house is in Queen-square, Westminster. The following is a copy of the letter he was pleased to write me, with leave to publish it.

TO MR. THOMAS VINCENT, No. 55, Long Acre.

"Dear Sir,

"I am sorry to find you opposed in what I know to be your right; and you are therefore at liberty to publish to the world my declaration and belief of the following facts, relative thereto, namely,

"I am satisfied in my own mind that this person was a total stranger to my uncle and aunt Gowland, and and verily believe that she never was known to any branch of our family; and I am likewise satisfied, that the sale and emoluments of the Lotion, invented by my uncle, John Gowland, were intended for you and your first wife, whose name I know was Penelope; (and not Maria Elizabeth) and to her children, and it was intended by him to go in that channel, and no other;

“ That you prepared the Lotion for Mrs. Gowland, long prior to her death, I am morally certain ; and that you was the sole proprietor and feller for many years after her death ; and before this woman ever *pretended* to any knowledge of it; and I have not the least doubt upon my own mind to the contrary. —I should be unhappy not to disclose the above facts, if it be the means of doing you the justice I so well know you to be entitled to: and am sorry to find you are under the necessity of defending what I thought was secured to you beyond the possibility of disputing ; and am,

“Your’s very sincerely,

“ THOMAS MAYER,

“ Nephew to Mr. Gowland.”

No. 14, Queen-square, Westminster.

Those whom she may already have deceived, will have a right to call on her for some account of herself, and how she became possessed of her pretended knowledge; and if she declines giving what they have so just a right to demand, they will of course form their own conclusions. For some time she represented herself as “legatee to Mr. Gowland, and sole possessor of his recipes;” latterly she has said she acquired a competent knowledge thereof from me. But her last device was so artfully contrived as even to deceive that luminary of the law, Mr. Mingay, and make him laughed at, by getting him to give an opinion (on a pretended case, which she had manufactured) for the purpose of advertising; and thus she makes the name of the *Honourable* Mr. Mingay, as she calls him “the stalking horse (to use his own words) of fraud and imposition on the public.” But as his answer, very properly, begins with these guarded and very remarkable words, “*From THE CIRCUMSTANCES STATED*” it naturally fails of its effect, when people consider that “*the circumstances stated*” are stated BY HERSELF, and framed for the purpose of drawing from him the only answer he could possibly give,—But setting all this aside, will the public gratuitously believe her bare assertion in opposition to every probability and the above autho-.

ties?—I have also made a solemn oath, that I never taught, or communicated to her, a knowledge of the preparation.

If, I say, the public will believe her single assertion, in preference to these authorities, the fault is not with me, I have done my duty, and they will take all the disappointments that must naturally follow, as the consequence of their own folly and credulity. This however, is not likely to happen, except to weak and silly persons, or to those who may be too indolent to attend, even, to their own concerns.

After what I have said, all that remains for me in my life-time, to point out, for their *future* security, is the person and the only person who is legally authorised to prepare this medicine—it is my son-in-law R. Dickinson: and I have the satisfaction to inform the public, that his skill, and care, in compounding the medicine is not to be exceeded. After my death, *his* preparation *alone* can be depended on, as the genuine medicine of Gowland: Until that happens, every bottle will be signed with my name, and when it does, his alone will be sufficient security to the public.

THOMAS VINCENT.

Our joint names are written with a pen on the label of every bottle that is Genuine; and those that are not so signed are SPURIOUS.

Tho Vincent
Rob Dickinson

By a new arrangement, for the accommodation of the nobility, it has been determined, that, Messrs. Dyde and Scribe shall sell the quarts at the same price with the Proprietors, namely 8s. 6d.

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